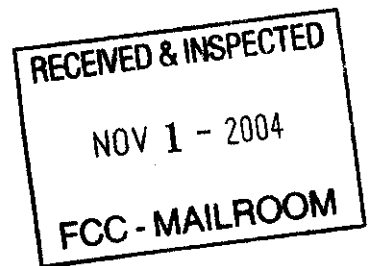# iBAS

October 28, 2004

Ex Parte Communication

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20445

Re: EB Docket No. 04-296

Dear Ms. Dortch:

On Tuesday, October 26, 2004, Robert Sweeney of Mobile Media Technologies LLC, Drew Dimmel of Dimmel Communications, Troy Calderwood of Winntec Corporation and Kirk Chestnut, Chairman of the Kansas City Local Emergency Communications Committee and Assistant Chief Engineer of Entercom Radio in Kansas City, all of whom are founding partners of The iBAS Group LLC, met with the FCC's Department of Homeland Security Staff at FCC headquarters in Washington D.C. to discuss iBAS – The Internet Broadcast Alert System.

The purpose of iBAS is to deliver a pervasive public safety alerting system to cities and counties that reduces the time it takes to alert the general public from hours to minutes. Specifically, the system is now installed in Kansas City, Missouri and has the capability to distribute AMBER Alerts to radio, TV and cable via the Emergency Alert System as well as text messages to cell phones and email within just a few minutes. Specific points of our conversation included:

- Providing a communications platform to the Kansas City Missouri Police Department as well as other Law Enforcement agencies within the KC metro area for AMBER Alerts and other critical alert information.
- Server support giving 24 x 7 access with enterprise grade uptime exceeding 99%.
- Dedicated Emergency Alert System (EAS) contact to manage distribution of raw EAS data, audio and graphic files used for broadcast.
- Providing interface software at no charge to law enforcement and broadcasters alike through an innovative corporate funding initiative.
- Assisting EAS PEP/LP stations with a redundant means of metro-wide distribution of alerts.
- Providing customized text formats for cell phones, email, videotext crawl and highway message boards.

Please direct any questions concerning this matter to the undersigned.

Respectfully submitted,

The iBAS Group LLC

Robert J. Sweeney

cc: Jean Ann Collins
       Shannon Lipp
       Bonnie Gay
       Dan Emrick

iBAS

October 28, 2004

Ex Parte Communication

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20445

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> FCC - MAILROOM

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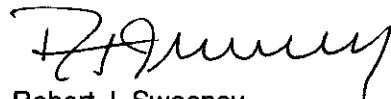
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iBAS

NOV - 1 2004

The Internet Broadcast Alert System

Federal Communications Commission
Office of the Secretary

About The iBAS Group

The iBAS Group has developed a best-in-class, pervasive communication platform that enhances public safety in the United States. Having a broad range of expertise in communications and technology, four individuals joined forces to create a multi-channel software application that significantly improves the way critical public safety information is managed. The end result: civil authorities can reach the broadcast media and the public at-large within minutes, instead of hours. iBAS lets civil authorities create public alert information at the source, then efficiently deliver it across a variety channels, including the Emergency Alert System (Radio & Television), mobile phones (text message) and email.

Kirk Chestnut – Phone: (913) 238-3419   Email: kchestnut@entercom.com

Kirk is a twenty-year veteran in the broadcast industry and currently Assistant Chief Engineer for Entercom Radio in Kansas City. As the fourth largest radio broadcasting company in the nation, Entercom is a cutting edge leader as one of the first broadcasting companies to integrate the new digital "HD" Radio technology as well as implementing RBDS data services nationally at all Entercom-owned FM stations.

Kirk received a Bachelor of Science degree in Broadcast Engineering from the award-winning School of Fine Arts at Bob Jones University in 1988. Since then, he has worked for numerous national and international broadcasters as a systems integrator of audio and RF technologies. Today, Kirk serves as the Chairman of the Kansas City Local Emergency Communications Committee and is a member of the Metropolitan Kansas City AMBER Task Force as well as the Kansas State AMBER Task Force. Kirk holds a Senior grade certification from the Society of Broadcast Engineers (SBE) and has been nominated for Professional status within the organization. He is a past Chairman of the Kansas City Chapter of the SBE.

Drew Dimmel – Phone: (913) 269-7821   Email: dimmel@everestkc.net

Drew is a nationally recognized media consultant and Voice in Television, Radio, Commercial and Ministry mediums. Since 1979, he has provided voice communications and consulting services for the National Fox News Channel as well as over 40 radio and television stations and broadcast ministries across the United States and Canada. Drew has also done extensive Voice-Over work for national clients including TV Guide, Blockbuster Video, McDonalds, Sprint, American Century Investments, Phillips 66, and many more.

Drew is President of Dimmel Communications in Overland Park, Kansas. He has been an on-air personality for KMBC-TV in Kansas City and currently provides television media consulting for Everest Communications in Kansas City.

Troy Calderwood – Phone: (816) 769-9013   Email: troy@winntech.com

Troy is currently the Chief Technical Officer for Winntech in Kansas City, MO. With a staff of hardware, software and industrial engineers and designers, Winntech produces innovative, award-winning products and design services for the retail environment. Troy and his Winntech team work directly with many of the nation's top companies (Sears, Honeywell, Best Buy, Tenneco, General Dynamics) to provide unique electronic and software product solutions throughout North America. Winntech is considered one of the technology leaders in the retail industry.

With a computer engineering degree from the University of Kansas, Troy began writing software in 1986 for an engineering firm to calculate costs for asbestos removal. Throughout his career, he has always been on the leading edge of technology. Troy developed Interactive Voice Response technologies for The Kansas City Star newspaper as well as several call center service bureaus in the early '90s. He has also developed credit terminal software as well as industry-specific Internet programming and software design for a variety of businesses ranging from the medical industry to the capital markets before joining Winntech.

Rob Sweeney – Phone: (816) 728-8279   Email: rob@mobilemediatechnology.com

Rob is Chief Executive Officer of Mobile Media Technologies LLC in Kansas City, Missouri. With deep sales and management experience in wireless communications and front-end software application technology, Rob has been at the forefront of leading edge technology since 1980. Rob has worked in leadership positions for companies like ENVOY Corporation/First Data, Hewlett-Packard, Sybase and Palm. In 2002, he recognized the need for creative front-end wireless applications to support the emerging world of wireless data communications.

Having introduced TextCaster, a permission-based wireless communication application in late 2002, Rob has been an advocate of pervasive wireless messaging systems for markets that include Education, Faith-based Organizations, Media and Government. As an example, since 2002, TextCaster has supported KC Alert, an AMBER Alert program in Kansas City, with a cross-carrier platform that reaches thousands of people instantly whenever a child is abducted in the Kansas City metropolitan area. To date, TextCaster has been a part of over 30 AMBER Alert calls made by civil authorities in Kansas and Missouri.

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Federal Communications Commission
Office of the Secretary

iBAS

The Internet Broadcast Alert System

iBAS – The Internet Broadcast Alert System is a pervasive critical alerts communication platform that can serve a national, regional, state or local audience. It puts the control of public safety information in the hands of civil authorities and expedites communications to mass media and the public-at-large. Using iBAS, public safety information reaches people fast, through a variety of channels, directly from the source of the information, within minutes instead of hours.

iBAS is installed at the source of public safety information: law enforcement and government agencies. It is designed to assist civil authorities in creating and sending public safety information. iBAS works in concert with the Emergency Alert System (EAS) and lets users send audio and video crawl information directly to radio and television stations in a standardized, consistent format. iBAS also transmits this same information to cell phones as text messages and via email to people who have opted-in and requested this information.

Four Delivery Channels – Four Standardized Forms of Communication – One Message – *Fast*

Using iBAS, information is more efficiently processed allowing it to reach the public fast. It puts the control of public safety information in the hands of qualified civil authorities at the source, allowing accurate information to reach the broadcast media and the public at-large within minutes. In addition to delivering information via the four channels that are illustrated below, iBAS can be configured to connect to other systems, including highway message boards, state lottery terminals and other proprietary government systems.
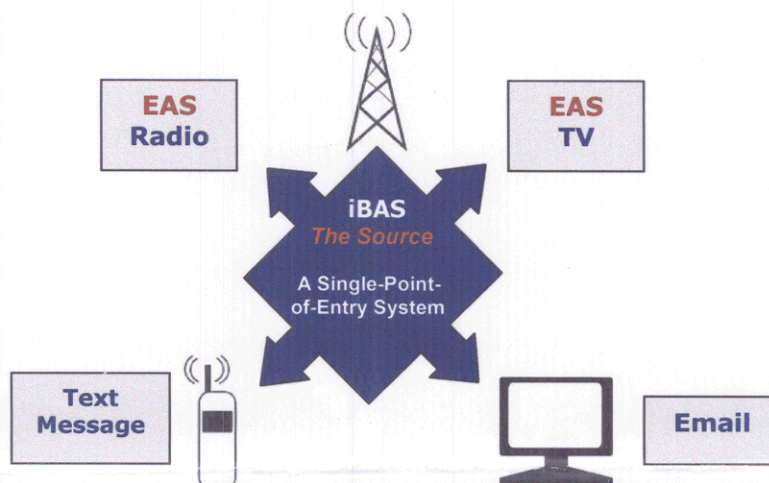
Automated Sign-up Promotes Opt-in Public Participation

Manually Add Users to Create Internal Message Groups

Easily integrate the iBAS Automated Sign-up Application into any government or commercial website and let the public at-large sign-up to receive public safety information, anytime, anywhere via email and text message. Enhance internal communications by creating departmental message groups. Reach one person, or entire groups of people instantly – wherever they are – via text message and email.

The iBAS Group LLC   P.O. Box 12003   Kansas City, Missouri 64152   (816) 728-8279

iBAS

The Internet Broadcast Alert System

iBAS Message Distribution

- On a local or regional basis, iBAS forms an area "Information Pool" into which multiple state and local civil authorities can create and send public safety alert information.

- Civil authorities use iBAS to quickly create standardized public safety alert information that is dynamically formatted for multiple distribution channels and sent immediately.

- All broadcast media within a defined regional service area receives the public safety information from the source, within seconds, through the Emergency Alert System.

- The public at-large can choose to opt-in and receive the same public safety information as an email or a mobile phone text message. This information is received within minutes, directly from the source using iBAS.

- Alerts are addressed using FIPS and ZIP codes for state, regional or local distribution.

Regional iBAS Service Area Example